

CONTRACT

KXLY
Kxly 4 News
500 W. Boone Ave
Spokane, WA 99201
(509) 324-4000

And:

Media Specialists
Attention: Debbie Leslie
PO Box 8631
Spokane, WA 99203

<u>Contract / Revision</u> 169298 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 10/12/16 - 11/06/16	<u>Estimate #</u>	
<u>Advertiser</u> Yes for Buses		<u>Original Date / Revision</u> 09/19/16 / 09/19/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KXLY	<u>Account Executive</u> Paul Claeys	<u>Sales Office</u> Regional
<u>Special Handling</u> Cash in Advance		
<u>Demographic</u> Adults 50+		
		<u>Total Ratings</u> 72.60
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

Hiatus Dates: 10/24/16-10/30/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KXLY	10/12/16	11/06/16	This Week	758-9a		:30				NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/10/16	10/16/16	-----S				1	\$100.00	1.90			
	Week:	10/17/16	10/23/16	-----S				1	\$100.00	1.90			
	Week:	10/24/16	10/30/16	-----				0	\$0.00	0.00			
	Week:	10/31/16	11/06/16	-----S				1	\$100.00	1.90			
N 2	KXLY	10/12/16	11/06/16	Live With Kelly	9-10a		:30				NM	6	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/10/16	10/16/16	--WTF--				2	\$140.00	2.70			
	Week:	10/17/16	10/23/16	MTWTF--				2	\$140.00	2.70			
	Week:	10/24/16	10/30/16	-----				0	\$0.00	0.00			
	Week:	10/31/16	11/06/16	MTWTF--				2	\$140.00	2.70			
N 3	KXLY	10/12/16	11/06/16	M-F News @5p	5-530p		:30				NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/10/16	10/16/16	--WTF--				1	\$700.00	0.00			
	Week:	10/17/16	10/23/16	MTWTF--				2	\$700.00	0.00			
	Week:	10/24/16	10/30/16	-----				0	\$0.00	0.00			
	Week:	10/31/16	11/06/16	MTWTF--				2	\$700.00	0.00			
N 4	KXLY	10/12/16	11/06/16	M-F News @6	6-630p		:30				NM	6	\$3,840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/10/16	10/16/16	--WTF--				2	\$640.00	5.40			
	Week:	10/17/16	10/23/16	MTWTF--				2	\$640.00	5.40			
	Week:	10/24/16	10/30/16	-----				0	\$0.00	0.00			
	Week:	10/31/16	11/06/16	MTWTF--				2	\$640.00	5.40			
N 5	KXLY	10/12/16	11/06/16	5p News	5-530p		:30				NM	3	\$1,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/10/16	10/16/16	-----S				1	\$340.00	6.10			
	Week:	10/17/16	10/23/16	-----S				1	\$340.00	6.10			
	Week:	10/24/16	10/30/16	-----				0	\$0.00	0.00			
	Week:	10/31/16	11/06/16	-----S				1	\$340.00	6.10			
Totals								72.60				23	\$9,500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Client represents to the best of its knowledge that all commercials provided hereunder are cleared for use in all digital streams, including specifically Watch ABC. This means all creative, including but not limited to copyright, music (performance and synchronization rights) and talent fees, are cleared.

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Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	15	\$6,100.00	(\$915.00)	\$5,185.00
10/31/16 - 11/06/16	8	\$3,400.00	(\$510.00)	\$2,890.00
Totals	23	\$9,500.00	(\$1,425.00)	\$8,075.00

Signature: _____ **Date:** _____

This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, national origin or ancestry. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, national origin or ancestry. We reserve the right not to accept all copy.

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